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Presenting a Consciousness Empowerment Model through Interactions between Architecture and Thought Technology

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Abstract

The primary objective of this study is to provide a consciousness empowerment model through interactions between architecture and technology of thought. Further, an attempt has been made to investigate the effectiveness of this interaction and connection in improving the current situation of society via designating an educational and social counseling complex. In other words, the study has sought to answer the question on whether interaction, deployment, and implementation of architecture/ thought technology concepts can be effective or not.

The practice and manifestation of these criteria and concepts, which are a measure to solve some problems and concerns of people in a community, contribute to the individual success, and as a result, make a significant improvement in the society as a unit. To this end, the dimensions to measure the performance of concepts and components were addressed, and accordingly, hypotheses were proposed. The results of the analysis have then addressed several inferences on the relations studied in the research, which were presented in two patterns and conceptual models.

Keywords: Empowerment Model; Consciousness; Architecture; Thought Technology

1. Introduction

On the verge of the new century, human beings with all the authority have been technologized and machinery so that are alienated and constantly are fleeing themselves (Zhan, 2001). They live in poverty and despair abusing alcohol and drugs, as well as sleeping and tranquilizer medicines. Despite all his scientific and technological successes, he feels powerless and does not have self-confident. He is disappointed and depressed, and unhappy, and also feels

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uncomfortable and shaky (Toluo del and Amininfar, 2016). Since this issue is considered to be a major crisis, it may be possible to modify human life optimally and effectively by a change in contemporary human mentality; thus, the connection between architecture and the concept of the though technology can be the basis for the formation of this important goal (Lawson, 2005).

In this study, it is tried to investigate the thought technology influence on the concepts and elements of architecture by providing a consciousness empowerment model through interactions between architecture and technology of thought. For this purpose, a novel approach to these ideas and components is presented to develop senses of peace and vitality, belonging, place, as well as safety. The emphasis on this issue seems to be an effective step to make a significant contribution to today's society and its citizens as social capitals. Architecture represents the authenticity of a nation; it is believed that each generation should add creativity to its own city and revive its memory in the mental context of people.

Research Hypotheses

The present research aims at discovering and determining the relationship between architecture and technology of thought. Here together with hypotheses, the circumstances of the relationship are considered. The researcher concerning the future research results, after studying previous researches and formulating the matter, explicitly explains the research question according to certain and defined criteria in the form of some hypothesis. Some example hypotheses associated with the research point are presented below:

1. It seems that rhythm could be effective in explaining, realizing, and aligning of the technology of thought concept in the body (Roger, 1968).
2. It looks as if those physical elements can play an important and effective role in the realization of the technology of thought concept (Waetjen, 1989).
3. It appears that architectural concepts could interact with the technology of thought concept (Frey, 1990).

The manners of making a link between the thought technology and architecture as well as helping the achievement of that interaction to evolve each other have always been the concern of researchers (Rodger, 2010). Each of these topics has somewhat different definitions of their own; hence, the architecture and technology of thought have been defined in two different domains and are now being introduced for the first time. It is assumed that by examining the definitions and statements of national and international experts on both domains as well as their classification, the existing theories may be proved. Thus, the result of testing the hypotheses can be intervened and manifested in the following plan.

2. Methodology

The purpose of this research is to answer the question of how it is possible to have a new perspective on geometry, rhythm, body elements, architectural concepts, and so forth by architecture from thought technology aspect approach. The design of an architectural complex in order to create senses of tranquility, vitality, belonging, location, security, and so on, can be effective. Furthermore, creating an operative relationship affecting all age groups and residents of a city in the direction of meeting the society' basic needs to improve the life quality of individuals, groups, organizations, and communities can be considered.

As to the research classification based on the purpose, it is applied; in terms of research classification based on the method, the research, according to its nature is a descriptive survey. The type of research and method of examining hypotheses or answering questions is descriptive, empirical, content analysis, and so on. The method of collecting information includes a) library:

referring to the written sources like books, internet (electronic sources), essays, presentations, and conferences; b) field: referring to environmental and field resources such as people, resources, and buildings. The analysis of this information is through grounded theory based on the analysis of the information obtained. The analysis may be conducted by excluding the similar theories so that achieving the results; or, placing consenting and opposing results together to achieve the final possible results. Examples are also analyzed based on the principles and criteria derived from conceptual studies. The analysis of this research is textual and conceptual one and is not the statistical analysis method.

In response to the question on whether the interaction, establishment, and implementation of the concepts and components of thought technology, as well as architecture, can be effective or not, it is suggested that a substantial improvement in culture as unit should be made possible by the practice and manifestation of such criteria and ideas that are a means to address problems and concerns of people in a community, and as a result, contribute to the individual success. For this purpose, the dimensions to measure the performance of concepts and components were addressed, and accordingly, hypotheses were proposed that are given below:

3. Measurement Dimensions of Concept and Components Performance

The introduction of architectural concepts and components: application of architectural elements in order to provide important and effective architectural notions that have an essential impact on the unconscious.

The outline of thought technology concepts: concepts that can be applied in architectural design and touch subtlety and unconsciously human psyche (Taheri, 2016).

The presentation of common architecture and thought technology concepts and components: shared criteria, concepts, and components in the sciences of architecture and the thought technology that ultimately pursue a common goal (Lawson, 2013).

Cooperation and interaction between architecture and technology of thought: interaction of architecture and thought technology could be a powerful arm for the transfer of shared concepts, values, and goals.

Strategic performance: providing new services for this training and consulting center at any time and place can optimally and significantly improve a meta-systemic performance, processes, and internal operations.

Knowledge management: Creating and increasing knowledge and awareness, reducing the homogeneity of the society existing situation, resulting in the emergence of innovation and creativity in the community, and creating and developing new services in the field of education and counseling (Morrovvati, 2008).

The society growth as social capital: use of new and advanced techniques for teaching and counseling, increasing the people ability in society by informing and identifying talents, as well as making changes in the structure of society (Mardomi and Delshad, 2010).

4. Discussion and Model Presentation

In the first hypothesis, it was expressed that it looks as if the rhythm could be effective in explaining, realizing, and aligning of the technology of thought concept in the body. It means that by using the rhythm of architectural elements in creating architectural spaces, the concept of the thought technology can be realized and brought about significant effects. Now, since it has been identified that repetition is one of the thought technology components,

the idea of architecture can influence the unconscious by repeating and arranging each architectural component that sends a signal; thus, it is possible to influence the processes of making sense of place and positive thinking by applying this idea along with the technology of thought.

In the second hypothesis, it was stated that it appears the physical elements can play an important, actual, and effective role in the realization of the thought technology concept. Any architectural space unconsciously influences the subconscious level of people that is the basis of the thought technology view and planning. Therefore, receiving any message from the environment can either act in the direction of the concept of thought technology or its opposite, Architectural elements, thus, must be used in a building in such way that can be in the direction of thought technology concepts.

As to the third hypothesis, it was hinted that it seems that architectural concepts could interact with the technology of thought ones. According to the present study, it is realized that there are a number of concepts, criteria, and components in architecture and technology of thought, which provide a common psychological view to create positive emotions. In other words, this manifestation contributes achievement and positive look among people in the society. These effects are resulted from unconscious comprehension in making and forming beliefs and thoughts in humans.

In order to investigate the thought technology concepts and achieve the desirability of architectural space and effectiveness of the concepts on the design, and accordingly, to obtain the factors of the architectural spaces utility, four factors may be introduced (in the space desirability from the thought technology view) referring the data in the research of "***Theoretical Investigation of Educational and Social Consultation Complex Design with emphasis on Technology of Thought Concept,***" which are discussed below. In conjunction with the facility trainability factor, the complex should be designed, constructed, and managed in a way through which may focus on the major goal of creating an education site. In this regard, it is not enough to pay attention to the decorative aspects of the views, the interior and open space, and the mere observance of quantitative criteria such as the requirement to maintain 50% of the land as an open space, rather it is necessary to conduct studies on the effect of the features of these spaces on the training quality. Therefore, the current research has aimed at exploring the direct and indirect effects of the body as well as open and closed spaces on the education quality. In the evolutionary process of educational complexes, in particular, a mixture of closed and open areas has always existed at high levels.

Whether in the scientific complexes of Iran or the scientific centers of other countries, this issue has many indications, and it is difficult to find a place to reject this claim. Contemporary educational centers and complexes are not separate from this. The major European and American complexes and sites in the last two centuries testify to this. Concerning the utility factors of the educational and social counseling spaces with the emphasis on the thought technology concept, it can be noted that this space has considerable differences between other spaces. As in this particular context, thought technology is considered to be the utility of a social-cultural element; it is therefore entirely dependent on cultural elements. Hence, the factors affecting it can be counted, and the impact on each on another one may be investigated. Further, in the end, a model might be provided to specify their relationship.

However, in the first phase, a general attitude is provided to explain the desirability in closed and open spaces. The technology of thought in an educational site provides the viewer with two physical and visual functions. The former function is associated with components such as access between the closed spaces of architecture, the access to them, the dwelling rooms for learning, conversation, the free chat with its own special furniture, its grass carpet, and so on; these have the

second position in the architectural convention since the main application is another one. However, the visual and perceptual functions refer to what is being created in the viewer's memory. What happens when observing the spaces and visual sights, which are the mirror of shared components of thought technology and architecture and penetrates the mind of the viewer, creates a perception of the respective spaces, environment, and landscape that nowadays is the basis of many architectural pieces of research. Each element in nature, while being responsive, has capabilities and capacities beyond that function (Sharghi, 2011). Therefore, the factors related to the desirability of educational spaces from the viewpoint of their users (students and professors) based on a general classification include superfluity, thought ability , its positive and effective relationship with the unconscious of individuals, multi-functionality, diversity, educational extendibility, sociability, meaningfulness, trainability, and sense of place. It is worthy of explaining that there are four factors (the optimal use of time in the environment, the coherence of the internal and external environment, the use of structures and tools, and the active environment to meet the needs of users) concerning multi-functionality and diversity of space. Hence, the factors are effective in terms of space desirability because the sense of place is the most important and effective one. This factor, as shown in the modeling (presented in the following pages), is considered to be the main one, because most vital factors result in this. Of multi-functionality and diversity of spaces, which are the independent variables, the optimal use of time in the environment, the coherence of the internal and external environment, as well as the uses of natural structures and tools of the environment to meet the needs of users, are directly related to the sense of place. Moreover, the factors of meaningfulness, trainability, and so on have a direct relation with the sense of place after diversity. The main meaning of thought technology, thus, expresses the thought and the sense of place. Norbert Schultz, adapting Heidegger's views on the significance of the resident existence, considers architecture as a habitualization, and believes that human chooses to live in a place, where can adapt and gets twin-concept to that. In open and closed environments, the senses are provoked once a person comes, stops, sits down, and uses nature, plants, as well as surroundings apart from a sense of security. Like Norbert Schultz, Kevin Lynch believes that human is habituated once is able to objectify the universe as objects and buildings that are created by architecture. One of the important roles of architecture is the realization of the sense of place objectively so that through such senses, the abstract space becomes a tangible place and acquires its character. The place personality, therefore, is also one of the most important factors in the sense of place; attention to the closed and open space character is the meaningfulness of environment that Lynch refers to among factors of the sense of place. Significance in the proposed model is a factor that the optimal time use of the users has a direct effect on that and reveals the implicit personality here. This ability means understanding all the spaces directly and straight so that they can be used (Lynch, 1990). The trainability of open and closed learning environments is the main feature of it and is one of two factors that have been confirmed together with the place sense by the user's point of view. As its name suggests, it seeks to improve the designing knowledge of open and closed spaces for educational sites, which develops, in turn, the teaching quality of open and closed campus environments. The educational and social counseling site should be designed, implemented, and managed in a manner that acts towards the goal of the complex, namely, education and counseling. The most important tendencies and requirements in designing open and closed spaces, as well as landscapes are as follows:

Designing and managing interior, exterior, and landscape spaces for training classes; paying attention to the importance of qualitative criteria such as safety and security, sense of place and health in closed and open spaces, sustainable and green design of these spaces, learning through

presence in this these Billets and designing in these spaces, sample designs and construction of educational places, as well as implemented landscaping of green spaces in the sites, preservation and management of natural and artificial landscape, participation of users, clients, and students in the design of training and consulting sites, comprehensive plans for open and closed spaces, as well as courtyard landscaping, examining conditions, characteristics, and the role of architects in creating educational facilities and, finally, the guidelines and principles for designing the interior and exterior of educational sites in specific areas. Therefore, the trainability element utilizes sociability, and as mentioned, affects the sense of place and it ultimately leads to desirability. The sociability that results from extensibility has a direct effect on trainability and desirability; as concerning the sociability is stated social approaches in architecture is associated with functionalism and its effects in architecture begin afterward. What Giliko (1987) emphasizes in his book "The Human Perspective" is a valued humanistic view (Swaffield, 2002), and confirms this. Although from the early days of modernity, educational places have been less mentioned and more urban sprawl was considered, in the discussion of the training complex (with an emphasis on the thought technology concept) and its expandability, two points should be noticed. Firstly, which elements cause this factor, and second, which elements are affected by the factor itself. Therefore, by referring to the topics, technology of thought and architecture, these factors can be identified and examined by the components of each one. The impact on each factor mentioned above on the design of the educational complex leads in turn to the presentation of the thought technology concepts and criteria as well as some sort of extensibility. Finally, by mentioning factors influencing the unconscious minds of individuals in order to obtain the desirability of educational spaces, a model is achieved as the following. The presentation of this model is very complex in design, as each path, from the first utility factor to the ultimate goal, requires thoughtful and suitable designs.

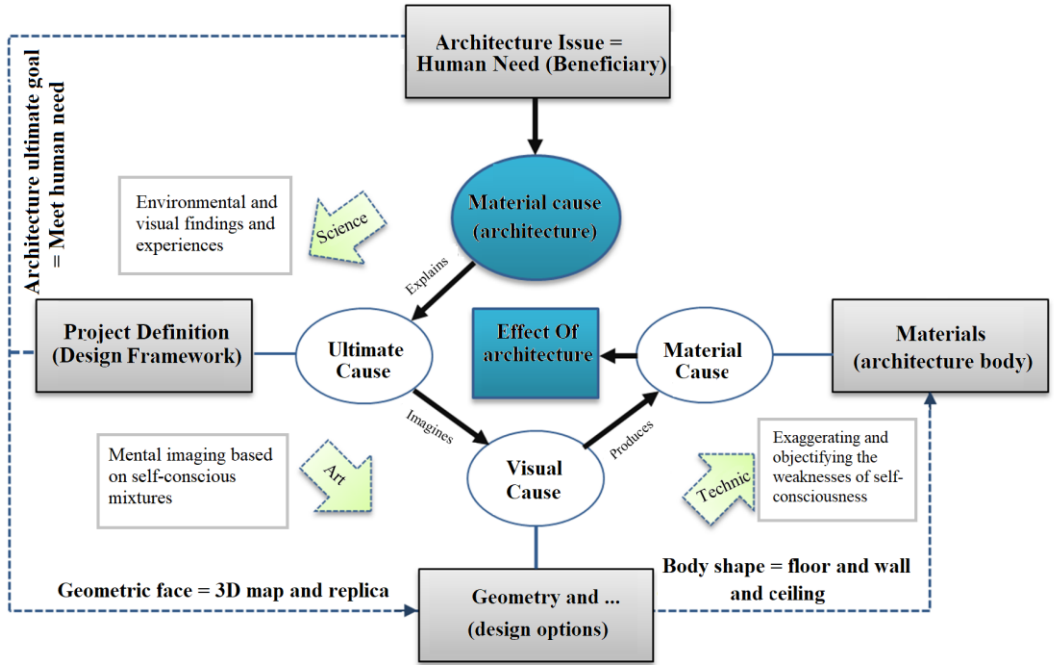

Fig 1 The importance of subconscious role in architecture as causal formation effect of the architectural work (Source: Author)

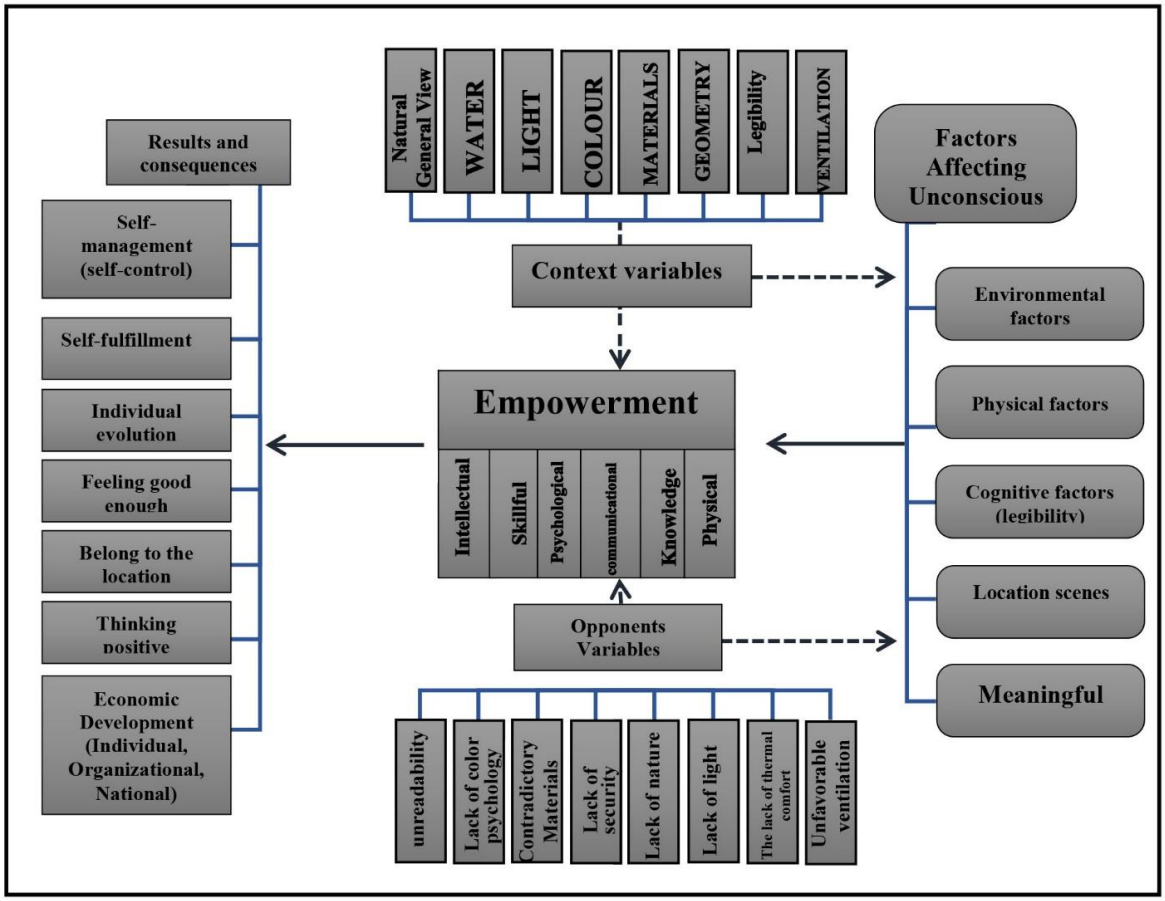

Fig 2 Unconscious empowerment model through interaction between architecture and technology of thought (Source: Author)

The connection between thought technology and architecture should be in such a way to maximize its impact on performance. If this relationship fails to improve the performance, it really imposes a burden on the community. Accordingly, it is essential to measure and evaluate the effects of the use as well as its impact on each other.

In this research, the results were theorized by the grounded theory. According to the results of the analysis, inferences were offered concerning the relations studied so that conclusions were drawn. In the final step, the outcomes were presented in the form of two conceptual models.

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